



**STAFF  
TRAINER**  
TOURISM SECTOR



**ADDITIONAL  
MATERIALS**

## HEALTHY KITCHEN - ECO PRODUCTS, SLOW FOOD

2

## COUPLE OF WORDS ABOUT MYSELF...



.....

.....

.....

.....

## GET TO KNOW EACH OTHER



Let's play!

## FOOD LAW

**Laws, regulations and administrative provisions regulating the matters of food in general, and food safety in particular, both at the level of the Community and at the national level.**

This definition covers all stages of the production, processing and distribution of food and feed produced for farmed animals or used for feeding farmed animals.

- ➔ Protection of human health and consumer safety.
- ➔ Ensuring a free flow of goods in the internal market.
- ➔ Protecting the interests of participants in the food trade - producers, suppliers, recipients.

## FOOD LAW



Assigning primary responsibility for the safe food industry, manufacturers and suppliers, using market analysis systems and critical control points (HACCP), which must be supported by inspection and law enforcement.

Defining standards for individual products in gastronomy - recipes.

**CERTIFIED  
HACCP**



# NUTRITIONAL REEDUCATION



**PERMANENT CHANGE OF  
DAILY EATING HABITS AND  
PHYSICAL ACTIVITY**

## WHY IS NUTRITIONAL REEDUCATION IMPORTANT



- ➔ lifestyle – quick and without thinking,
- ➔ food production - chemicals, monoculture, gmo, maintenance, long storage,
- ➔ disappearance of crop seasonality,
- ➔ low physical activity,
- ➔ processed food,
- ➔ an epidemic of overweight and obesity,
- ➔ civilization diseases - diet-dependent.



ATTACHMENT  
2\_scenario\_consumer\_habits

## BAD NUTRITIONAL HABITS- ARE THEY WORTH CHANGING?



- ➔ not enough fruit and fresh vegetables in the diet
- ➔ too much salt
- ➔ not enough drinking liquids
- ➔ heavily digestible diet
- ➔ too much butter
- ➔ not enough fish
- ➔ monotonous diet
- ➔ irregular meals
- ➔ too much sweetness
- ➔ loneliness



# WHAT CAN YOU GET FROM HEALTHY PRODUCTS?

## HEALTHY PRODUCTS

- ➔ good sleep
- ➔ healthy skin, hair and nails
- ➔ Digestive tract without troubles
- ➔ diet + physical activity = health
- ➔ Decrease in dietary diseases: hypertension, ischemic disease, stroke, diabetes,



# FOOD PYRAMID 2018



developed under the guidance of prof. dr  
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2\_scenario\_nutrition\_pyramid

## IMPORTANT



Nutritional recommendations were changing along with the change in the level of knowledge, lifestyle and economic conditions.

### **CURRENTLY IT IS IMPORTANT TO FOCUS ON:**

- ➔ consuming the smallest possible amount of processed food,
- ➔ awareness of the way food is produced,
- ➔ education of children, youth and elderly,
- ➔ the real impact of diet on well-being - many people are still unaware of it.

## ECO FOOD

THE ECO-FRIENDLY METHODS FOR THE PRODUCTION OF FOOD ARE THERE TO PROVIDE EALTH PROTECTION OF SOCIETY AND ENVIRONMENT, AND MAKE A BALANCE SYSTEM IN TERMS OF :



- ➔ **ECOLOGY** – it does not burden the environment to an extent greater than natural ecosystems,
- ➔ **ECONOMY** – it is largely independent of external inputs,
- ➔ **SOCIETY** – allows for the preservation and development of rural areas and agriculture.



## ECO FOOD



Any processing and preservation of food or simple preparation of dishes could be considered as destroying the authenticity of food. After all, the structure of products, the changed composition and taste are destroyed.

## ECO FOOD



Food can be considered authentic when it was produced using natural, traditional production methods and when it is characterized by natural composition.

Authentic food is not produced by methods which destroy its structure and natural vitality, or food which contains a large number of synthetic, artificial, unnatural compounds or food highly processed only with a look resembling natural products.

## ECO FOOD- EXAMPLE

### EINKORN WHEAT

It is one of the oldest domesticated species of grains. It comes from wild wheat grains, which were grown for about 7,000 years BC. It has numerous pro-healthy qualities. The high content of bioactive substances means that the products are self-determined functional and even health-promoting foods.

## ECO FOOD- EXAMPLE

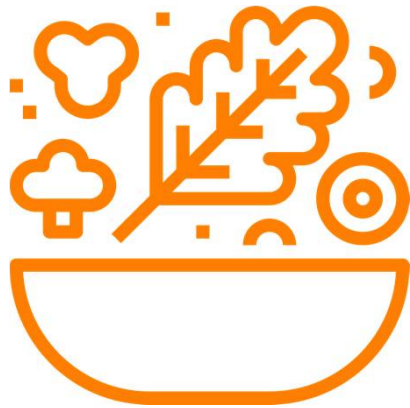
### EINKORN FLOUR- GREAT FOR MAKING BREAD



It is best to prepare the bread with the use of leaven, because the gluten contained in the beans is sticky. The bread from the einkorn bread has a characteristic yellow colour (it is caused by much higher contents of carotenoids in the wheat, which positively affect the work of the human eye). The antioxidants contained in the grain tolerate the baking process better than those in other wheat. Today's einkorn products are hardly available on the Polish market. Perhaps it will change in the future and on the shelves of eco-friendly stores, you can easily find home made bread groats, flour, or einkorn grain, which enjoys popularity on Austrian and German market (it occurs there under the name Einkornreis).



## THE ECONOMY OF AGRICULTURE



ECOLOGICAL PRODUCTS ARISE FROM  
THE ECONOMY OF AGRICULTURAL  
ORGANIC FARMING AND ARE  
PROCESSED IN ACCORDANCE WITH  
ECOLOGICAL PRODUCTION METHODS

# THE ECONOMY OF AGRICULTURE



## AGRICULTURE IS SUCH THE ECONOMY IN WHICH ONLY NATURAL MEASURES ARE USED:

- ➔ manure, composts, green manures, animal fertilizers and minerals occurring in nature instead of fertilizers,
- ➔ preventive methods in plant protection, including biological methods, plant and mineral media instead of synthetic pesticides,
- ➔ animals are provided with accurate food, a place to sleep, water and outdoor activities.

## THE ECONOMY OF AGRICULTURE



- ➔ None of the ecological products are genetically modified.
- ➔ The clean, unpolluted environment in which organic farms are located allows to exclude or at least significantly reduce the pollution caused by the industry or the highways.
- ➔ Each farm is subject to the control of certification bodies (their list can be found on the website of the Ministry of Agriculture) and can boast a special certificate.



## THE ECONOMY OF AGRICULTURE



- ➔ Agricultural produce produced without the use of chemicals is stored and processed so that it does not lose its value.
- ➔ Synthetic pesticides are prohibited in storage rooms.
- ➔ The idea of ecological processing is the choice of such a technology that in the least decreases the nutritional value of the raw material.
- ➔ It is forbidden to use organisms altered by genetic engineering (GMO).



## HIGH PRODUCT QUALITY



QUALITY OF PRODUCTS FROM APPROVED FARMS AND ECOLOGICAL PROCESSES RESULTS FROM ECOLOGICAL PRODUCTION METHODS AND CLEAN ENVIRONMENT CONDITIONS. DUE TO CHEMICAL MEASURES NOT BEING APPLIED IN ANY PRODUCTION STAGE, THE PRODUCTS RECEIVED ARE FREE FROM POLLUTANTS.

## ECO FOOD



- ➔ Organic food is associated with the natural production process, related to nature and the natural vitality of food and its high nutritional value.
- ➔ In the organic cultivation of vegetables, fruits, herbs and other products, natural production processes are promoted, while the majority of food available on the market is produced using artificial and synthetic fertilizers and harmful plant protection chemicals.

## ECO FOOD



Currently certified organic food is not limited to products coming straight from farms, such as fruits, vegetables, eggs or potatoes.

On the contrary, its development towards greater diversity is observed, including a wide range of processed products, including various dairy products, fruit juices, olive oil, pasta and cereals.

## ECO FOODS- BACK TO THE ROOTS



- ➔ Consumers prefer to know where the food comes from. The labeling of organic products ensures that a given product is provided with relevant information about its origin.
- ➔ Every year, farmers and processors conducting activities with an ecological profile, are subject to detailed controls that decide about the right to use the logo and label of organic farming.



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2\_scenario\_eco\_raw\_materials

## NO ADDED PRESERVATIVES



In ecological farming, a small amount of food preservatives is allowed, mainly aromas, thickening substances and organic acids. Despite this, many organic producers deliberately do not use them and try to produce high-quality food from truly natural nutrients.



## FOOD TRENDS IN THE FUTURE

### **Food with a message**

- the need for transparent, attractive and easily accessible information about food. It connects the consumer with what he uses and, at the same time, provides products with greater identity and authenticity.

### **„Slow calories”**

– greater awareness and responsibility regarding the impact of consumption on lifestyle. Consumer-related emotions play a fundamental role. They are dominated by pleasure, balance, stability and accessibility of food.

**Here and now** - a trend adapted to the lifestyle of urban inhabitants who prefer a flexible approach to life. They want to manage their time and health and to meet their needs anytime and anywhere.

**Food as entertainment** - spoiling yourself through the experiences of food. Food satisfies the emotional needs of people. By eating you can experience an adventure and have a good time. These are the added values of food products.

## FOOD TRENDS IN THE FUTURE

### **Simplicity**

—this trend is reflected in the demand for flexible solutions that allow smart shopping and the use of the least time-consuming products. This is related to both the food itself, as well as the processes of purchase and consumption, which makes life simpler.

### **Personalized Health**

- an active, responsible approach to promotion, prevention and preservation as a source of well-being. It is a way of nutrition adapted to individual needs in order to achieve physical, mental and emotional balance.

**Ego Food** - a trend related to the expression of your own identity. It involves the purchase of specific products and the "incorporation" of their desires, values and aspirations in this way.

## SLOW FOOD



Slow Food



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2\_scenario\_case\_study

## SLOW FOOD



Slow Food

### SLOW FOOD

**is an international non-profit organization that defines its goal as "protection of the right to taste".**

Established in 1986 in Italy, from the beginning it took care of broadly understood protection and support of small regional food producers - especially original food, traditional food, healthy food and, unfortunately it has been threatened by disappearance as a result of the increasingly insistent expansion of what is known worldwide as fast food.



## SLOW FOOD



Slow Food

Rok 2014, noszący miano Międzynarodowego Roku Rodzinnego Rolnictwa daje nowe możliwości współpracy między takimi organizacjami, jak FAO i Slow Food. W maju zeszłego roku ich przedstawiciele: José Graziano da Silva (dyrektor generalny FAO) oraz Carlo Petrini (prezydent Slow Food) podpisali oficjalne porozumienie.

Szef FAO był jednym z głównych przemawiających, a deklarował, że rodzinne gospodarstwa powinny być promowane, widziane jako szansa, a nie marginalizowane. Stwierdził też, że konieczna jest zmiana myślenia głównie o komercyjnej, masowej produkcji żywności na ogromną skalę (według tzw. modelu fast-food) i położenie nacisku na nowy wzór Slow Food, bazujący na lokalnej dystrybucji i tradycyjnych potrawach.

## SLOW FOOD



Slow Food

**SLOW FOOD** it is a vision of a well-balanced hunger-free world that protects biodiversity for future generations. Slow Food will make a great contribution to family farming. In 2014, with new energy, we will continue our work to support the community of Terra Madre, organising local markets, schools and communities around urban gardens, encouraging small producers of food to enter the market and cataloguing various types of food threatened with oblivion.

The focus will be **GASTRONOMY** and the idea that it is an interdisciplinary science that combines everything from agriculture to history, from economics to anthropology, from botany to culinary arts, which can be extraordinary ... a force, freeing the community suffering from a bad diet ....

## SLOW FOOD – OBJECTIVES OF THE ASSOCIATION

1

Promotion of culture and care for the social good.

2

Promotion of a lifestyle harmoniously working with the laws of nature.

3

Propagating the diversity of taste, in a sensual sense, and aesthetic experience related to the pleasure of feeling the richness of the taste of traditional high-quality products and dishes made from them.

4

Resisting the "fastfooding" of life, meaning the reduction of food only for consumption, the taste for proverbial hamburger and life in constant rush and stress.



Slow Food

## SLOW FOOD – OBJECTIVES OF THE ASSOCIATION

5

Searching for and promoting the development of high-quality production, friendly to the natural environment, at the same time taking into account the consumer's right to natural, healthy products.

6

Promotion of a healthy lifestyle by showing natural, healthy and varied food as a fundamental factor of health and human existence. Showing strong relationships between human existence and the natural environment in which it functions and vice versa.

7

Caring for protection and sustainability of the natural environment.

8

Protecting traditional, high-quality products and opposing them with genetically modified products that can harm the health and lives of consumers.



Slow Food



**Thank you for your time!**  
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